

- "Educational Methods in the Mentally Defective".....Dr. J. Ross Moore, Los Angeles
- "Mental Hygiene and Prophylaxis".....  
.....Dr. G. V. Hamilton, Santa Barbara
- "State Hospital Care for Curable and State Farm Care of Incurable Alcohol and Drug Habitués".....Dr. A. W. Hoisholt, Stockton
- Discussion to be opened by Dr. C. L. Allen, Los Angeles.

#### Session on Obstetrics and Gynecology.

- "Pus Tube Complicated by Ectopic Gestation with Report of a Case".....  
.....Dr. E. M. Lazard, Los Angeles
- "Prophylaxis of Toxemia During Pregnancy".....  
.....Dr. Titian J. Coffey, Los Angeles
- "Caesarian Section; Report of a Series of Cases".....Dr. M. L. Moore, Los Angeles

At the time of writing the legislature has not adjourned and so it is not possible to give a final statement as to what occurred at Sacramento. Some things, however, can be foreshadowed.

Senator Hurd, of Los Angeles, appropriately representing the "Mecca of the quack" (no offense intended toward our Los Angeles physicians), announced his intention to "bust" the "medical trust." One must suspect that Senator Hurd is strongly influenced by the self-styled league for "medical freedom." At any rate, he introduced a number of amendments to the present law; and his bill was defeated. He then moved to reconsider and when it came to reconsideration, he amended everything out of the bill except a clause allowing the Governor to appoint the Board of Medical Examiners without any nominations from the various state societies. Some bills introduced by the board and prepared by the board's attorney, were so amended out of shape that it is the intention to allow them to die a quiet death. The anti-vaccinationists agreed with the State Board of Health upon a compromise law which was passed and signed by the Governor. In many ways it is as good as the old law and in some respects it is better; in all probability it will secure the vaccination of a larger number of children, in the long run. That notorious cancer quack of Oakland, Bohanon, had an amendment introduced through an influential attorney in Oakland, which would have licensed him to continue his lucrative occupation of gulling the unfortunate victim of cancer. Even if passed, the amendment was clearly unconstitutional. It stated, in effect, that any one who had successfully broken the law of the state for 15 consecutive years, should then be licensed for so-doing! And they say some people have no sense of humor!

Discussion to be opened by Dr. Charles A. Dukes, Oakland.

- "Uterine Displacements".....  
.....Dr. Samuel H. Buteau, Oakland
- "Prevention of Post Obstetrical Lesions"....  
.....Dr. David Hadden, Oakland
- Discussion to be opened by Dr. Henry P. Newman, San Diego.

#### Skin Diseases.

- "The Treatment of Epithelioma by Curetting, Followed by Cauterization with Chromic Acid and Later by Exposure to the X-Ray".....Dr. George D. Culver, San Francisco
- "The Skin as Affected by Internal Secretions".....  
.....Dr. Henry E. Alderson, San Francisco
- "Geographic Influences in the Etiology of Skin Diseases".....Dr. E. D. Chipman, San Francisco

Advertising space in publications such as *Colliers*, the *Ladies Home Journal*, etc., is expensive; the rates are very high because the circulation is large and the demand for space is great. But these, and similar publications, use their own space to print matter referring to their own publications; also, they advertise in other publications. Why? Would they do it if it did not pay? The whole nature of the advertising business and of advertising has radically changed in the last few years. Almost every one who reads a publication of any sort, looks through the advertising pages and a majority of people read these pages carefully. It is profitable to the reader to do so. He sees many new things presented to him; he sees new statements in regard to things he has known about; he sees suggestions concerning something that directly interests him—and he has every reason to believe that the statements in the advertisements are true. Nearly all high-class magazines are very careful about the character of the advertising they publish. A few years ago the only question was whether the advertiser could pay his bills; now the question is at least as important—*is the advertiser reliable?* If you do not at least look through the advertisements in the periodicals you read, you are making a sad mistake; you are not keeping up to date. The history of to-day's passing events in the commercial world is written in the advertising pages of current periodicals. And the same thing is true in medicine; if you are not reading the advertisements in such publications as the *Journal of the A. M. A.*, and your own *JOURNAL*, you are not keeping up to date. In these medical journals, and a few others, you may be sure that no advertisement will appear that is not absolutely reliable. No medical preparation will be advertised unless it has been approved by the Council on Pharmacy and Chemistry; no house, hospital, sanitarium, manufacturer or publisher that is not known to be of good repute can buy advertising space in these journals. The manufacturer is correct in believing that the